

Message Text

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PAGE 01 SOFIA 01529 300734Z

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SUBJECT: PLOVDIV FAIR - SUGGESTED REMARKS FOR DEPUTY UNDER SECRETARY
PANTOS

REF: STATE 188089 AND PREVIOUS

LONDON FOR DEPUTY UNDER SECRETARY OF COMMERCE PANTOS

1. FOLLOWING ARE SUGGESTED REMARKS FOR DEPUTY UNDER SECRETARY
PANTOS FOR DELIVERY ON AMERICA DAY, SEPTEMBER 6, AT PLOVDIV
INTERNATIONAL FAIR.

2. QTE MR. MINISTER, LADIES AND GENTLEMEN:

"OUR SECRETARY OF COMMERCE, MR. FREDERICK B. DENT, WHO
IS NO STRANGER TO BULGARIA, HAS SENT ME TO PLOVDIV TO GREET
YOU ON THE OCCASION OF AMERICA DAY AND TO ASSURE YOU OF OUR
SERIOUS INTEREST IN DEVELOPING ECONOMIC RELATIONS BETWEEN
BULGARIA AND THE UNITED STATES OF AMERICA.

"THIS IS MY FIRST TRIP ABROAD SINCE PRESIDENT FORD
ASSUMED OFFICE, AND IT IS MY PLEASANT DUTY TO ASSURE YOU
THAT THE RECENT CHANGE IN THE LEADERSHIP IN WASHINGTON
WILL NOT RESULT IN ANY REDUCTION OF OUR DETERMINATION
TO PURSUE A POLICY OF DETENTE. YOU WILL RECALL THAT
SHORTLY AFTER HE TOOK THE OATH OF OFFICE, PRESIDENT
FORD TOLD THE UNITED STATES CONGRESS: 'OVER THE PAST
FIVE AND A HALF YEARS, IN CONGRESS AND AS VICE PRESI-
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PAGE 02 SOFIA 01529 300734Z

DENT, I HAVE FULLY SUPPORTED THE OUTSTANDING FOREIGN

POLICY OF PRESIDENT NIXON. THIS I INTEND TO CONTINUE.'

"DETENTE HAS BEEN PROPERLY CHARACTERIZED AS A DYNAMIC PROCESS. IT IS NOT SOMETHING THAT ONE HAS, BUT SOMETHING THAT ONE HAS TO WORK AT. IF WE ARE TO HAVE THE FRUITS OF DETENTE, THEN WE MUST CONTINUE TO WORK TO REDUCE SUSPICIONS, RELAX TENSIONS, AND BREAK DOWN BARRIERS. TRADE IS ONE WAY TO NORMALIZE RELATIONS, BUT ONLY ONE WAY AMONG MANY. THE ULTIMATE GOAL OF DETENTE IS A STABLE WORLD SYSTEM IN WHICH COUNTRIES CAN DEVOTE THEMSELVES MORE TO THE BETTERMENT OF CONDITIONS OF THE PEOPLE.

"THAT DOES NOT MEAN, OF COURSE, THAT DIFFERENCES WILL NOT CONTINUE TO EXIST. I AM QUITE AWARE THAT I FIND MYSELF HERE IN A COUNTRY WHOSE SOCIAL AND ECONOMIC AND POLITICAL SYSTEM DIFFERS VERY SIGNIFICANTLY FROM THAT IN MY OWN COUNTRY. HOWEVER, THOSE DIFFERENCES NEED NOT PREVENT MUTUALLY BENEFICIAL INTERCOURSE. THE DEVELOPMENT OF COMMERCE CAN SIGNIFICANTLY REDUCE THE POSSIBILITIES OF CONFLICT AND IS THUS A CONTRIBUTION TO THE CAUSE OF PEACE.

"THIS IS THE TENTH TIME THE UNITED STATES IS PARTICIPATING IN THE PLOVDIV FAIR. YOU WILL NOTICE THAT THERE IS SIGNIFICANT DIFFERENCE IN THIS YEAR'S EXHIBIT. OUR PAVILION HAS MORE EQUIPMENT ON DISPLAY AND IN GENERAL HAS A LARGER COMMERCIAL PARTICIPATION. IT IS OF COURSE AGAIN ORGANIZED AROUND A CENTRAL THEME. BUT THERE ARE MORE REPRESENTATIVES OF AMERICAN FIRMS THIS YEAR THAN IN PREVIOUS YEARS, AND THEY ARE AVAILABLE TO DISCUSS CONCRETE BUSINESS TRANSACTIONS.

"THE THEME OF THIS YEAR'S EXHIBIT, AGRICULTURAL TECHNOLOGY, IS A SUBJECT OF MAJOR INTERNATIONAL CONCERN. THERE IS NOT A COUNTRY IN THE WORLD THAT IS NOT SEEKING TO INCREASE ITS FOOD PRODUCTION; AND AT A TIME WHEN WORLD FOOD STOCKS ARE DOWN, THE SEARCH FOR BETTER MEANS OF GROWING AND PROCESSING FOOD IS A UNIVERSAL PREOCCUPATION OF THE HUMAN RACE.

"WITHOUT FALSE MODESTY, WE CAN SAY THAT AMERICAN MANUFACTURES OF AGRICULTURAL MACHINERY AND CHEMICALS ARE AMONG THE LEADERS OF THEIR FIELD IN THE ENTIRE WORLD. THE SAME IS TRUE OF TECHNICIANS AND ENTREPRENEURS WHO MAKE IT THEIR BUSINESS TO INCREASE FOOD YIELDS WITH THE LIMITED OFFICIAL USE

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PAGE 03 SOFIA 01529 300734Z

USE OF THE MOST MODERN TECHNOLOGY AND SCIENTIFIC METHODS.

"AMERICAN BUSINESS IS THUS DEVELOPING AND PRODUCING NEW SYSTEMS DESIGNED TO INTEGRATE THE MOST RECENT ADVANCES IN MECHANICAL AND CHEMICAL ENGINEERING, SOIL SCIENCES, LABOR AND RESOURCES MANAGEMENT, GENETICS, AND MARKETING AND DISTRIBUTION TO HELP OUR OWN FARMERS AND FOOD PRODUCERS IN OTHER COUNTRIES TO INCREASE DRAMATICALLY THE PRODUCTIVITY OF ARABLE LAND.

IN THIS RESPECT RECENT PROGRESS HAS BEEN TRULY START-
LING; AND THE FIRMS REPRESENTED HERE IN THE AMERICAN
PAVILION ARE AMONG THE LEADERS IN THE ADVANCES IN MODERN
AGRICULTURAL METHODS.

"I HAVE SPOKEN BEFORE OF THE GOALS OF DETENTE,
AND THE ROLE THAT COMMERCE PLAYS IN STRENGTHENING THE
POSSIBILITY OF LASTING PEACE. IT WOULD BE WRONG TO DEDUCE
FROM THIS THAT THE DEVELOPMENT OF COMMERCE BETWEEN BUL-
GARIA AND THE UNITED STATES IS ALL THAT IS REQUIRED TO
REALIZE THESE MUTUAL GOALS. THERE ARE OTHER AREAS OF
EQUAL IMPORTANCE, BUT HERE IN PLOVDIV WE ARE CONCENTRAT-
ING ON THE BUSINESS ASPECT.

"AT THE SAME TIME, WE REGARD PLOVDIV AS AN IMPORTANT
MARKETPLACE FOR IDEAS AS WELL AS MATERIAL PRODUCTS. IN
ADDITION TO THE COMMERCIAL REPRESENTATIVES OF AMERICAN
FIRMS WHOSE PRODUCTS ARE ON DISPLAY IN THIS PAVILION,
WE ARE PROUD TO HAVE WITH US TWO EXPERTS IN MECHANIZED
LIVESTOCK PRODUCTION AND MECHANICAL FRUIT AND VEGETABLE
HARVESTING FROM OUR DEPARTMENT OF AGRICULTURE, AND AN
EMINENT AMERICAN HOME ECONOMIST. THE PRESENCE OF THESE
SPECIALISTS, WHO ARE HERE TO SHARE THEIR EXPERTISE
WITH THEIR BULGARIAN COUNTERPARTS, SYMBOLIZED OUR
READINESS TO SHARE WITH OTHERS THE IDEAS AND EXPERIENCES
OF OUR COUNTRY AS WELL AS TO SELL OUR PRODUCTS.

"I AM VERY PLEASED TO NOTE THAT WHILE TRADE BE-
TWEEN OUR TWO COUNTRIES IS STILL SMALL, IT HAS DOUBLED
DURING EACH OF THE LAST TWO YEARS. WE SHOULD TRY TO
KEEP UP THAT PROGRESSION. SECRETARY DENT'S VISIT TO
BULGARIA IN APRIL RESULTED IN USEFUL DISCUSSIONS, AND
WE ARE CONFIDENT THAT THE FORTHCOMING VISIT OF DEPUTY
PREMIER PROFESSOR IVAN POPOV WILL ADD IMPETUS TO THE
PROGRESS THAT WE ARE MAKING TOWARD NORMALIZING U.S.-
BULGARIAN RELATIONS.

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PAGE 04 SOFIA 01529 300734Z

"WELCOME TO THE AMERICAN PAVILION, THANK YOU FOR
BEING WITH US. UNQTE.
HERZ

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